

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WRAL-TV ; Raleigh NC	Date: 11/19/12
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I, Neil Williams
do hereby request station time concerning the following issue:

American Petroleum Institute

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Total Charges: \$15,600.8 / \$13,260.2

This broadcast time will be used by: American Petroleum Institute

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

American Petroleum Institute

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

4/22/11  202-337-5700
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Dave Lyles Dave Lyles Sales Manager
 Signature Printed Name Title

CONTRACT

WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

And:

Strategic Media Services
3299 K. Street NW
Suite 200
Washington, DC 20007

Contract / Revision 120488 /		Alt Order # 06410457
Product API 11/19		
Contract Dates 11/19/12 - 11/25/12		Estimate # 3299
Advertiser American Petroleum Institute		Original Date / Revision 11/12/12 / 11/12/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WRAL	Account Executive Cheryl Blair	Sales Office Washington Tel
Special Handling CIA - Mark PAID		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	11/19/12	11/23/12	Late News	11-1135p		:30			NM	2	\$4,000.00
		ISSUE CLASS OF TIME R11.6										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	MTWTF--				2	\$2,000.00			
N 2	WRAL	11/19/12	11/23/12	CBS This Morning	7am - 9am		:30			NM	2	\$1,200.00
		ISSUE CLASS OF TIME R11.6										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	MTWTF--				2	\$600.00			
N 3	WRAL	11/19/12	11/23/12	5:30 News	530-6p		:30			NM	2	\$3,400.00
		ISSUE CLASS OF TIME R11.6										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	MTWTF--				2	\$1,700.00			
N 4	WRAL	11/19/12	11/23/12	6pm News (M-F)	6-630p		:30			NM	1	\$2,000.00
		ISSUE CLASS OF TIME R11.6										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	MTWTF--				1	\$2,000.00			
N 5	WRAL	11/22/12	11/22/12	Thanksgiving Parade	9a-12p		:30			NM	1	\$3,000.00
		ISSUE CLASS OF TIME R11.6										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	---1---				1	\$3,000.00			
N 6	WRAL	11/23/12	11/23/12	SEC Football Friday	230-7p		:30			NM	1	\$2,000.00
		ISSUE CLASS OF TIME R11.6										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	----1--				1	\$2,000.00			
Totals											9	\$15,600.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/23/12	9	\$15,600.00	\$13,260.00
Totals	9	\$15,600.00	\$13,260.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

<u>Contract / Revision</u>	<u>Alt Order #</u>
120488 /	06410457

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/19/12 - 11/25/12	API 11/19	3299

<u>Advertiser</u>	<u>Original Date / Revision</u>
American Petroleum Insti	11/12/12 / 11/12/12

Signature: _____ **Date:** _____

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